

REMARKS

Status of Claims:

Claims 1-3, 10-13, 20-23, and 30 remain cancelled. Thus, claims 4-9, 14-19, and 24-29 are present for examination.

Claim Rejections:

Claims 4, 6-9, 14, 16-19, 24, and 26-29 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hunter (U.S. Patent App. Pub. No. 2002/0156858) in view of Avnet (U.S. Patent App. Pub. No. 2002/0094787).

Claims 5, 15, and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hunter in view of Avnet and further in view of Amo (U.S. Patent No. 5,844,181).

With respect to claims 4-9, 14-19, and 24-29, as amended, the rejections are respectfully traversed.

On February 2, 2006, applicant submitted a verified English translation of applicant's Japanese priority document number JP 2000-142298. JP '298 was filed on May 10, 2000, and, thus, antedates the filing date of the Avnet reference of April 5, 2001. The Avnet reference claims priority to Provisional Application No. 60/195,548, filed April 7, 2000 (hereinafter Avnet Provisional I), and to Provisional Application No. 60/196,756, filed April 12, 2000 (hereinafter Avnet Provisional II).

Independent claim 4, as amended, recites a system, comprising:

“a plurality of shop terminals;

an advertisement panel control terminal connected with the plurality of shop terminals through a communication network; and

a plurality of advertisement panel devices;

wherein each shop terminal of said plurality of shop terminals is configured to send, to the advertisement panel control terminal through the communication network, respective advertisement information;

wherein said advertisement panel control terminal is configured to determine, for the respective advertisement information received from each shop terminal of the plurality of shop terminals, a corresponding advertisement panel device of said plurality of advertisement panel devices on which at least a portion of said respective advertisement information is to be displayed based on corresponding control information that is in correspondence with said respective advertisement information;

wherein said advertisement panel control terminal is configured to control, for the respective advertisement information received from each shop terminal of the plurality of shop terminals, the corresponding advertisement panel device to display at least the portion of the respective advertisement information;

wherein said advertisement panel control terminal is configured to send, when a particular advertisement panel device of the plurality of advertisement panel devices makes a request for particular detailed information, the particular detailed information to the particular advertisement panel device;

wherein the **particular advertisement panel device** is configured to **send**, upon receipt of a reference request for the particular detailed information from an information portable unit, **the request for the particular detailed information to the advertisement panel control terminal**, and is configured to send the particular detailed information received from the advertisement panel control terminal to said information portable unit;

wherein said particular detailed information includes reservation information indicating a reservation state;

wherein said particular advertisement panel device is configured to receive reservation requesting information from the information portable unit;

wherein **said particular advertisement panel device** is configured to **send the reservation requesting information to the advertisement panel control terminal** upon receipt of the reservation requesting information from the information portable unit;

wherein said advertisement panel control terminal is configured to send the reservation requesting information received from said particular advertisement panel device to a particular shop terminal of said plurality of shop terminals corresponding to the reservation requesting information; and

wherein said particular shop terminal comprises a reservation controlling unit for controlling the reservation information indicating the reservation state and for updating the reservation information based on the reservation requesting information.” (Emphasis Added).

A system including the above-quoted features has at least the advantages that: (i) a particular advertisement panel device is configured to send, upon receipt of a reference request for particular detailed information from an information portable unit, the request for the particular detailed information to an advertisement panel control terminal; and (ii) the particular advertisement panel device is configured to send reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information from the information portable unit. (Applicant's FIGs. 9 and 15).

Neither Hunter, Avnet Provisional I, nor Avnet Provisional II, alone or in combination, disclose or suggest a system including the above-quoted features.

The system of Hunter does not include an advertisement panel device that is configured to send a request for detailed information to an advertisement panel control terminal, and that is configured to send reservation requesting information to an advertisement panel control terminal. Instead, the system of Hunter merely includes a display 30 for displaying content. (Hunter; FIG. 1; paragraphs [0016]-[0017]). The display 30 in the system of Hunter does not send a request for detailed information to the server 100 or to the video & still image review and input module 70. (Hunter; FIG. 1; paragraphs [0016]-[0017]). Also, the display 30 in the system of Hunter does not send reservation requesting information to the server 100 or to the video & still image review and input module 70. (Hunter; FIG. 1; paragraphs [0016]-[0017]). Rather, the display 30 in the system of Hunter merely displays content. (Hunter; FIG. 1; paragraphs [0016]-[0017]).

Avnet Provisional I does not cure the deficiencies with respect to the teaching of Hunter, because the system of Avnet Provisional I does not even include an advertisement panel device.

Furthermore, Avnet Provisional II does not cure the deficiencies with respect to the teachings of Hunter and Avnet Provisional I, because the system of Avnet Provisional II similarly does not include an advertisement panel device that is configured to send a request for detailed information to an advertisement panel control terminal and that is configured to send reservation requesting information to an advertisement panel control terminal.

The electronic broadcast billboard (EBB) of the system of Avnet Provisional II does not send a request for detailed information to the centralized EBB control station. (Avnet Provisional II; page 1). Also, the EBB of the system of Avnet Provisional II does not send reservation requesting information to the centralized EBB control station. (Avnet; Provisional II; pages 1-2).

The Examiner states that “it would have been obvious to one having ordinary skill in the art at the time the invention was made for a PDA to connect through a billboard ‘hotspot’ to purchase tickets.” (Office Action; page 4). However, even if there were a billboard “hotspot” in the system of Avnet Provisional II, the EBB of the system of Avnet Provisional II would still not send a request for detailed information to the centralized EBB control station, and would still not send reservation requesting information to the centralized EBB control station. Rather, the PDA would connect to the billboard “hotspot”, which would connect the PDA to the Internet.

Therefore, neither Hunter, Avnet Provisional I, nor Avnet Provisional II, alone or in combination, disclose or suggest a system including an advertisement panel device that is configured to send a request for detailed information to an advertisement panel control terminal and that is configured to send reservation requesting information to an advertisement panel control terminal.

As a consequence, neither Hunter, Avnet Provisional I, nor Avnet Provisional II, alone or in combination, disclose or suggest a system of the present independent claim 4 and, hence, independent claim 4 is believed to be allowable. The Patent Office has not made out a *prima facie* case of obviousness under 35 U.S.C. 103.

Independent claim 14 recites a method with features similar to features of a system of independent claim 4 and, thus, is believed to be allowable for at least the same reasons that independent claim 4 is believed to be allowable.

Independent claim 24 recites a computer readable memory storing a program for controlling a system to perform a process with features similar to features of a system of

independent claim 4 and, thus, is believed to be allowable for at least the same reasons that independent claim 4 is believed to be allowable.

The dependent claims are deemed allowable for at least the same reasons indicated above with regard to the independent claims from which they depend. With regard to claims 5, 15, and 25, it is noted that Amo does not cure the deficiencies with respect to the teachings of Hunter, Avnet Provisional I, and Avnet Provisional II discussed above. Thus, the Patent Office has not made out a *prima facie* case of obviousness under 35 U.S.C. 103.

Conclusion:

Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 50-0872. Should no proper payment be enclosed herewith, as by a check or credit card payment form being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 50-0872.

If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 50-0872.

Respectfully submitted,

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